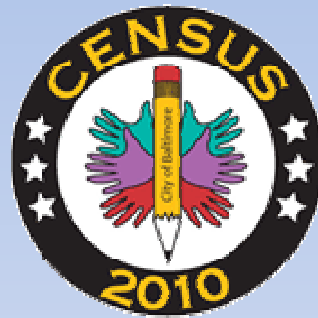


The Baltimore City 2010 Census Complete Count Campaign



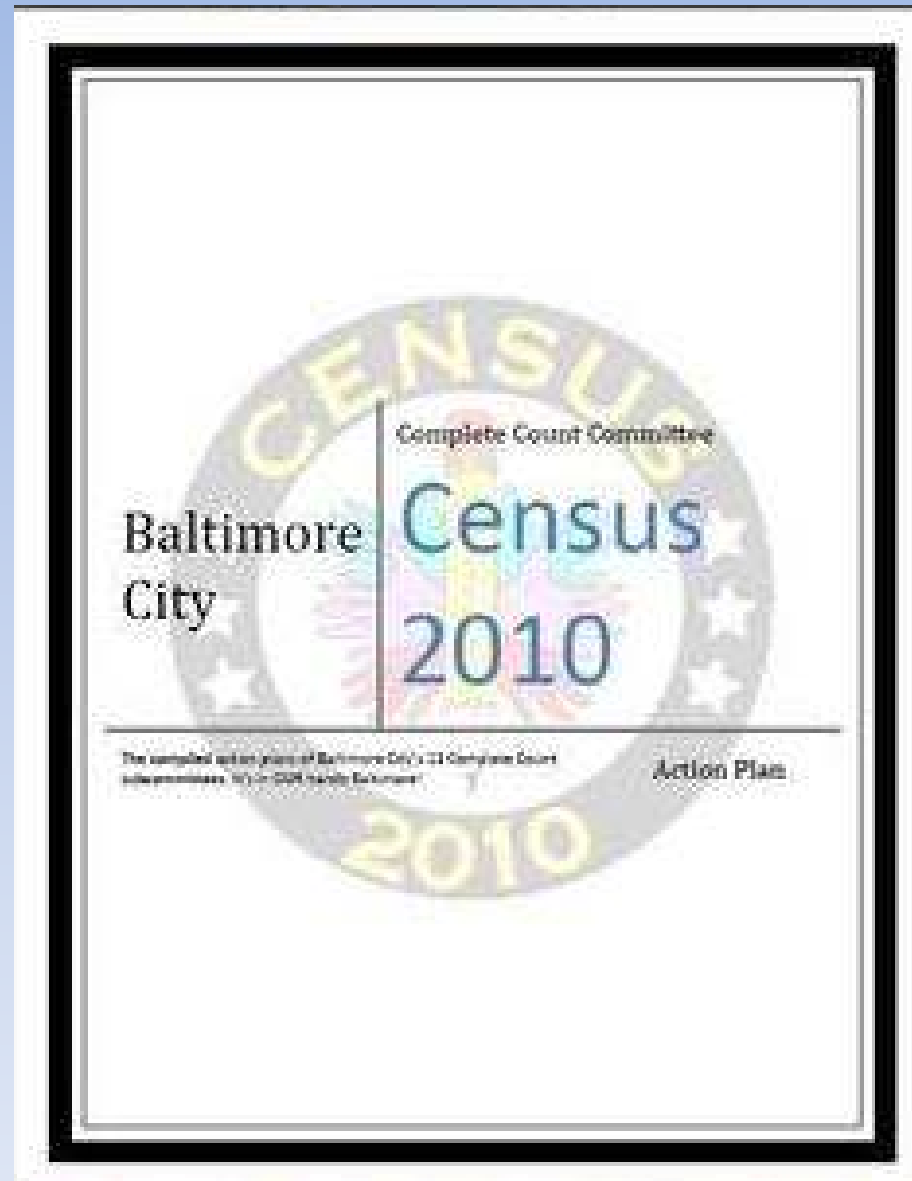
It's in our hands, Baltimore!



Planning Meetings



2010 Census CCC Action Plan



United States™
Census
2010

Mayor's Census Posters



Census 2010
It's In OUR Hands, Baltimore!

Census Facts

- The U.S. Constitution requires a national census once every 10 years.
- The census is a count of everyone residing in Baltimore City.
- Census data informs City decision-makers in community planning efforts, from building new roads to supporting existing neighborhood initiatives.
- The census determines how many seats each state will have in the U.S. House of Representatives as well as the boundaries of Legislative Districts.
- Every year, more than \$300 billion in federal funds is awarded to states and communities based on census data. That's more than \$3 trillion over a 10 year period.

It's Easy and It's Safe

- This simple, short questionnaire takes just a few minutes to complete and return.
- Your answers are completely **CONFIDENTIAL!!!**
- The questionnaire asks only a few simple questions: name, relationship, gender, age and date of birth, race, and whether you own or rent your home.
- The Law guarantees your privacy by preventing anyone from sharing your information.



The Mayor's Census 2010 Outreach
Stephanie Rawlings-Blake, Mayor

U.S. Census Bureau
Mayor's Office
Baltimore City Department of Planning
Census Complete Count Committee

For More Information visit:
www.baltimorecity.gov/2010Census

Census Day - April 1, 2010



As mandated in our Nation's Constitution, the Census count impacts one of our most fundamental and cherished rights. The census determines how we'll be represented in Congress, in the Maryland General Assembly and in City Council. I urge you to answer the Census questionnaire on April 1, 2010 so that services and programs such as education, health care and infrastructure improvements will be there for all Baltimoreans over the next decade. It's in our hands, Baltimore!

Sincerely,


Stephanie Rawlings-Blake, Mayor

It's Important

- The 2010 Census will shape the future of your community, define your voice in Congress, the Maryland General Assembly and City Council.
- Census information helps determine locations for schools, roads, hospitals, child-care and senior citizen centers, and other facilities.
- Census data is used to determine the need for additional social services, including who receives community development block grants and other grant programs essential to many communities.

How Can You Help?

- Answer and return the Census questionnaire mailed to your home on April 1, 2010.
- Reach out to family & friends and help them understand its importance and its confidentiality.
- Support use of 2010 Census educational materials in your child's school.
- Raise awareness in your community. Work with your local Census Complete Count Committee to get the word out.

For More Information visit: www.baltimorecity.gov/2010Census

2010 Census Timeline: Key Dates

Fall 2009	Baltimore City Complete Count Campaign Kick-Off Event.
February - March 2010	Census questionnaires are mailed or delivered to households.
April 1, 2010	Census Day
April - July 2010	Census takers visit households that did not return a questionnaire by mail.
December 2010	By law, Census Bureau delivers population counts to President for apportionment.
March 2011	By law, Census Bureau completes delivery of redistricting data to states.



**Consider Yourself
COUNTED**

Baltimore City Department of Planning



April

Baltimore City 2010 Census

**4-10
Challenge**

**10 questions
10 minutes to fill out
10 people
10 years of funding**

What is the 4-10 Challenge?

Mayor Stephanie Rawlings-Blake is challenging your organization to take 10 minutes to fill out the 10 Census questions throughout the month of March, so that Baltimore City maximizes over \$4 trillion dollars in federal and State funding it receives over the next 10 years. After you fill out and mail in your Census form, contact 10 other people and urge them to fill it out. Encourage everyone in the organizations you work with to participate in the 4-10 Challenge throughout the month of March. The contest will run from March 1st and will end on Census day, April 1, 2010.

Prizes will be awarded to organizations that use the most creative outreach methods to get the word out about the Census and succeed in making one-on-one personal contact with as many Baltimore City residents as possible.

What's in it for your organization?

- Contest winners will be honored at an awards ceremony at City Hall.
- Participants will be recognized on the Baltimore City Census website.
- A Census party for all participating organizations will be held in May.

Why is Baltimore's Census Count Important?

When you fill out the census form, you're making a statement about what resources your community needs going forward. Accurate data reflecting changes in your community are crucial in determining the level of representation in state and federal government and deciding how more than \$400 billion in annual funding is allocated for projects like new hospitals and schools. That's more than \$4 trillion over a 10-year period for things like new roads and schools, and services like job training centers. The 2000 Census mail-in response rate in Baltimore City was only 53 percent of all residents receiving the Census form—the lowest among cities with populations ranging between 500,000 and 1,000,000. For Baltimore City, it is imperative that this response rate be increased in the 2010 Census to ensure a complete and accurate count.

All 4-10 Challenge leaders are invited to join
Mayor Stephanie Rawlings-Blake for a kick off press conference
on March 1, 2010 at 10:00 am in the City Hall Rotunda.

For more information please call 410-396-4735
or visit
www.baltimorecity.gov/2010census

We can't move forward until you mail it back.



MLK Day Parade













Posters and Logos



10

MINUTES. QUESTIONS.

United States
**Census
2010**

COLLEGE STUDENTS
WE MOVE FORWARD WHEN YOU SEND IT BACK!

BALTIMORE
COLLEGETOWN



Census Media



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Baltimore City 2010 Census Complete Count Campaign is on Facebook

Sign up for Facebook to connect with Baltimore City 2010 Census Complete Count Campaign.



Baltimore's Complete Count Campaign was launched on April 1, 2009, for the purpose of ensuring a complete and accurate count in the upcoming 2010 Census.

Baltimore City 2010 Census Complete Count Campaign

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Census Complete Count
Campaign](#)

[Just Others](#)



Baltimore City 2010 Census Complete Count Campaign

THE BALTIMORE SUN

Census forms due Friday - baltimoresun.com

www.baltimoresun.com
About 63 percent of city residents had mailed back census forms as of Friday, the last day the federal government asked citizens to return the questionnaires. That represents a 10 percent increase over the response a decade ago, the largest jump in the state.

April 19 at 6:42am · [Comment](#) · [Like](#)

[Like](#) Diana Mitchell likes this.

Census Kick Off at City Hall







QAC at Casa De Marylan d



Está en Nuestras Manos, Baltimore!



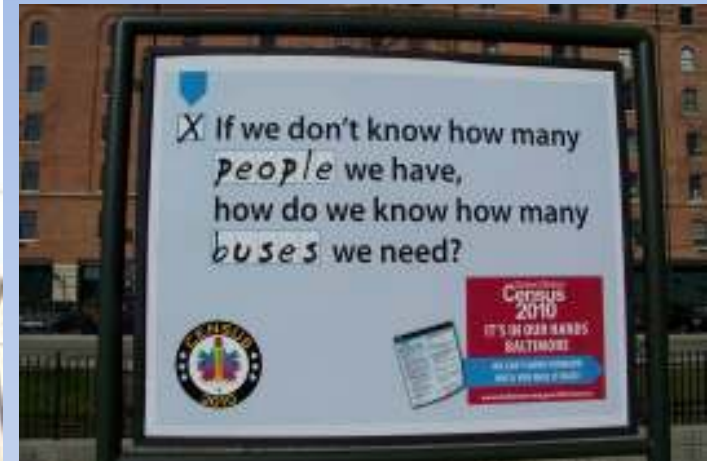
Park Heights Renaissance Launch





Censo del 2010 **United States[®] Census 2010**
¡Está en nuestras manos, Baltimore!

Census Window Displays



Patterson Park Census Block Party



St. Patrick's Day Parade



St. Patrick's Day Parade



St. Patrick's Day Parade



April 10: March to the Mailbox







Mayor's Spring Clean-Up 2010



Mayor's Spring Clean-Up 2010



Mayor's Spring Clean-Up 2010



Mayor's Spring Clean-Up 2010



Delta Day at City Hall



United States[®]
Census
2010





City's higher census return rate among highest in U.S.

Preliminary figure of 66% a result of aggressive marketing, coordination, mayor says

April 30, 2010 | By Brent Jones, The Baltimore Sun

Baltimore's 66 percent mail-in return rate for census forms exceeds the city's mark in 2000 and represents one of the highest response increases in the nation, according to Census Bureau officials.

The Census Bureau will release the final mail-in return number in the fall, but the preliminary figure is 6 percentage points higher than the response from a decade ago, officials said.

City officials credit the rise to an aggressive advertising campaign and a coordinated effort among agencies.

2010 CENSUS
BALTIMORE

It's Important. It's Easy.
It's Safe. It's Required by Law.



Welcome to the City of Baltimore - Sheila Dixon, Mayor





The Complete Count Newsletter

News from the Complete Count Campaign for the 2010 Census

We have reached our goal of a 10% Mail Participation Rate increase!

100% Club Winners



Mayor's CCC reception at City Hall

June 22, 2010





410 Challenge Winners



